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Mirror Screen

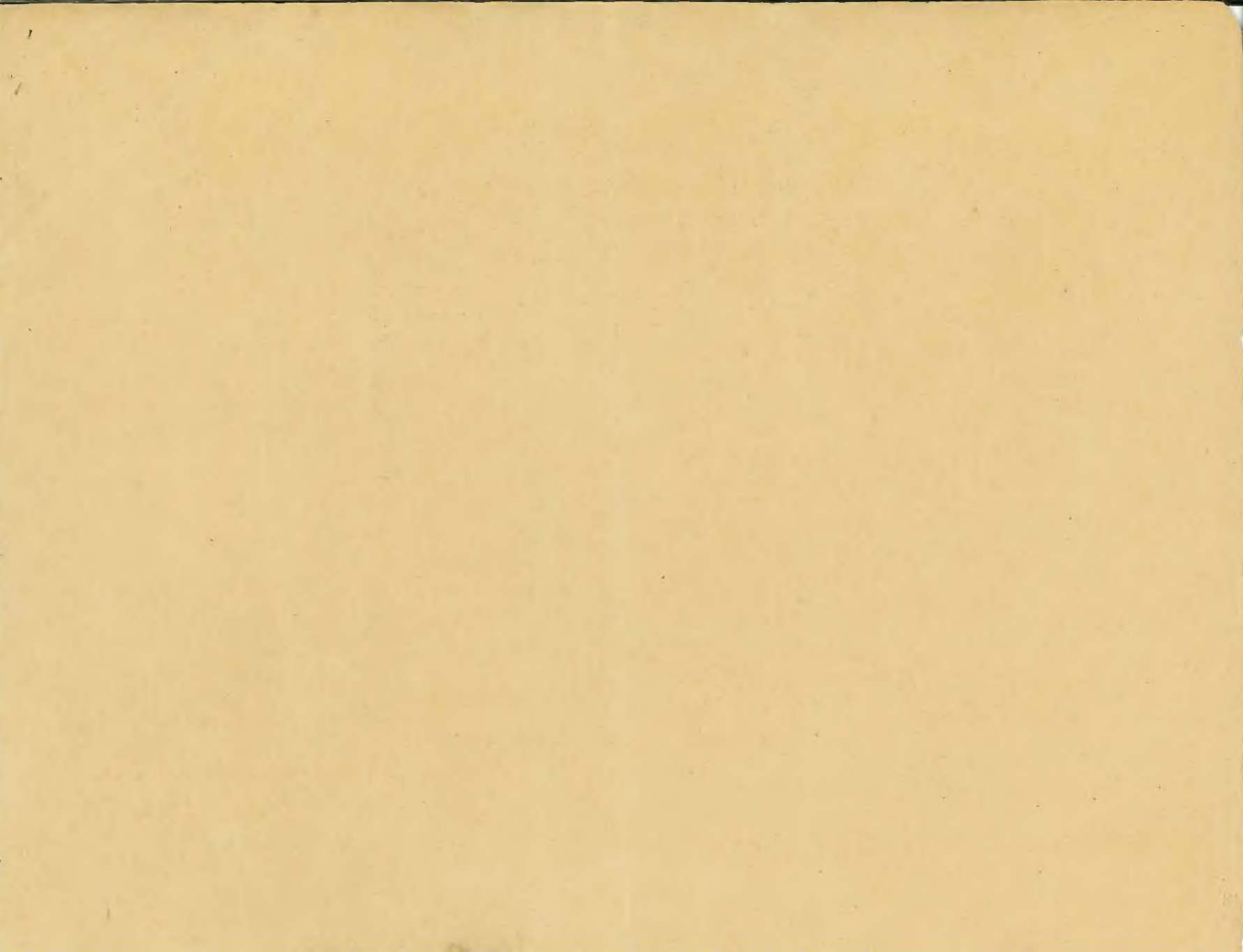


REVOLUTIONIZES THE
MOVING PICTURE BUSINESS

MANUFACTURED BY
Motion Picture Screen Co.
SHELBYVILLE, INDIANA

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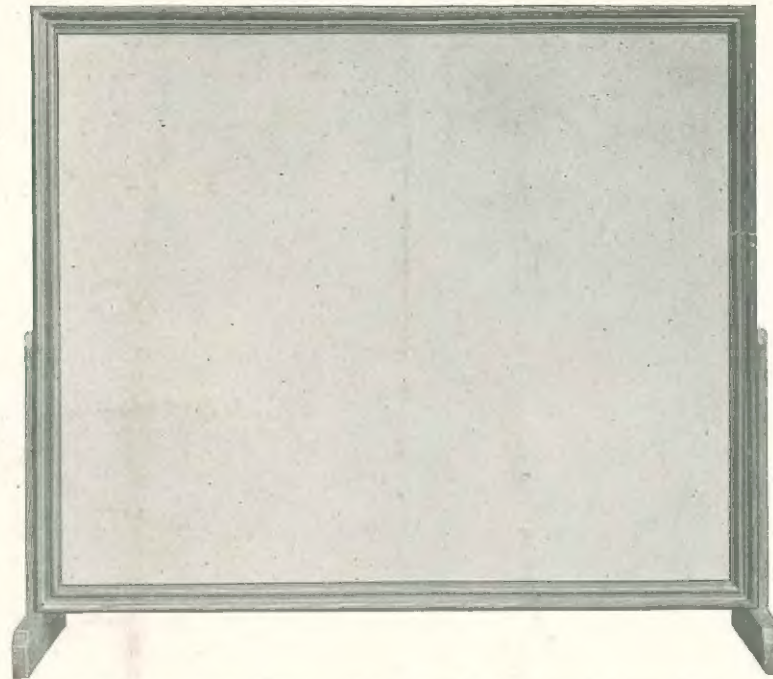


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MIRROR SCREEN

PATENTED
UNITED STATES
OCT. 19, 1909
NO. 937550
CANADA
JAN. 18, 1910
NO. 123319

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THE SLIGHTEST INFRINGE-
MENT WILL BE MOST VIGOR-
OUSLY PROSECUTED.

IT REVOLUTIONIZES THE MOVING PICTURE BUSINESS

This catalogue introduces to you the latest and most wonderful invention for improving moving pictures or stereopticon views THE SENSATION OF THE MOVING PICTURE WORLD, i. e., a "GLASS CURTAIN" or "MIRROR SCREEN."

We ask that you kindly look through these pages carefully and considerately and bear in mind throughout that we in no way, exaggerate the claims which we make for our invention and stand ready to verify every statement or claim which we make, to your utmost satisfaction.

RESPONSIBILITY

We refer you to the several banks in this city, especially the Shelby National. or any citizen in this city, as to our responsibility, honesty or ability to accomplish whatever we undertake to do.

MOTION PICTURE SCREEN CO., : : : Shelbyville, Ind.

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PERSPECTIVE

This screen is the only one made which has perspective, To reproduce in a moving picture film that which was first recorded when the film was photographed, to show in bold relief every feature and detail recorded by the camera, that your picture on the screen will appear as if you were really witnessing the original performance of a film subject before the camera, has been the dream of those most highly interested in the betterment and advancement of the moving picture since its inception.

This perspective is one of the great claims that we make for the "Mirror Screen." The photography is so cleared up and made sharper, that in the words of Mr. Frank T. Montgomery, of Memphis, Tenn., who is known as "The Moving Picture Man of the South:" "You seem to be looking out of a window into the glad sunshine, while the old curtain compared to the "Mirror Screen" looks like painted scenery without either depth or perspective."

CONSTRUCTION

The "Mirror Screen" is made of one large plate of special plate glass, treated chemically and mechanically on the face side, highly polished and silvered with a double coat of pure silver on the other. The face has an obscure finish and is of a light gray color. It has the effect of making the picture easier on the eyes as it softens the light of projection in the same manner as when the bright sun light comes through an opalescent or obscure window.

FRAME

All "Mirror Screens" are placed in a permanent frame made out of well seasoned timber thoroughly braced so that possibility of breakage is almost entirely eliminated.

The accompanying cut shows both back and front of frame and gives you a better idea than words, of its construction. The glass rests on felt one-half inch thick, at the bottom, and the edges and back are well padded so that there is no risk or danger to the screen in transit or

HANDLING.

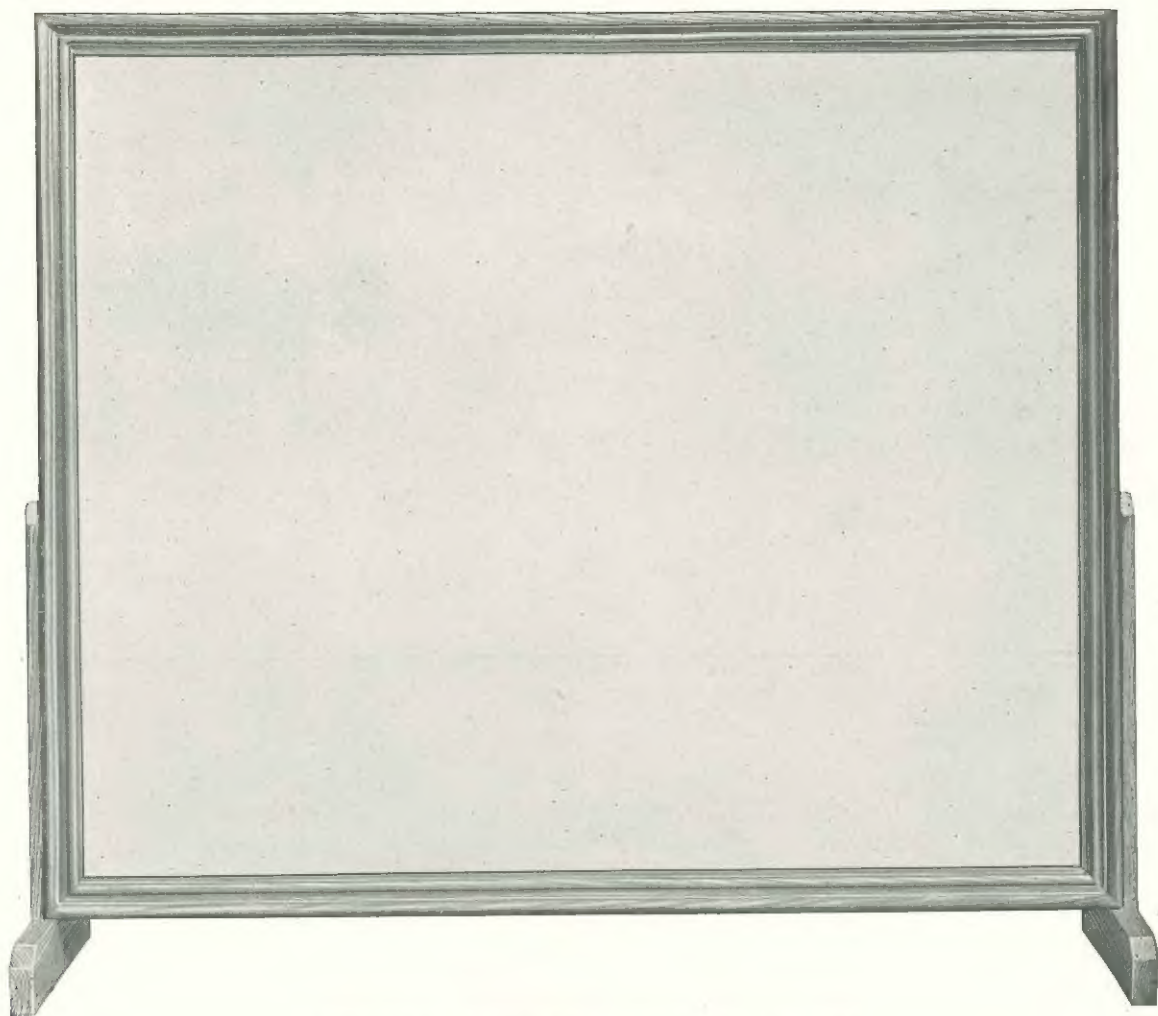
We have given much thought to this matter and because of our system of packing, any one can easily move the screen from one room to another should he desire to change location of his theatre. The face of the screen is protected during shipment with a cover the exact size of frame which is screwed to the frame so that the screen can be set in place ready to throw on a light, absolutely protected from any danger of handling, by leaving on the front cover until set in place. A cover of tar paper protects it during transit on board car.

SIZE

The larger the screen the more expensive they become. In many cases it will pay big for an exhibitor to reduce the size of his picture. It is only necessary that you have the screen the size of the outline of your light as obtained from your moving picture and slides. The frame will take up four inches all around so you can easily figure the total space occupied. The total weight will average about 8 to 10 lbs. per square foot superficial measurement of the frame, or 1,000 to 1,500 lbs. according to size.

WHY GLASS?

The projecting of moving pictures means that you are working in the science of light. There is no substance used which is as important in the science of light as glass. Glass attracts light, reflects light, condenses, projects, transmits, multiplies and magnifies light. Glass is transparent or translucent, according as it may be treated or used in practice. In fact, glass is the best agent to transmit light in the many ways known. Therefore, a "Mirror Screen" is the most perfect screen that can be made for moving pictures.



MIRROR SCREEN, FRONT VIEW

LIGHT

Every progressive exhibitor knows the stronger and better the light, the better your pictures will appear. In fact, light is to the moving picture what the sunshine is to growing vegetation in spring. It is, in fact, the life of the moving picture.

The "Mirror Screen" doubles the effect of your light. If you have an effect of 20 amperes on your old curtain, the "Mirror Screen" will give you an effect of 40 amperes. If you have an effect of 40 amperes on the "Mirror Screen," it will appear as the effect of 80, etc. With the "Mirror Screen," not a ray of light is lost, but multiplied in the same manner that a reflector on any light will increase the light 100 per cent.

We do not, however, claim that the "Mirror Screen" will cut your light bill in two, though the effect is the same. The exhibitor who is trying to reduce his light is penny wise and pound foolish. We advise you to use as much light as possible on your pictures whether you are using a "Mirror Screen" OR AN OLD RAG for a curtain, for the more, light you use on either one, the better your pictures will be. Exhibitors should use every modern means to secure a good light and there are on the market very efficient machines of different kinds, to reduce your light bill and at the same time increase the efficiency of your light.

If your box office receipts are discouraging, try a better light. Perhaps the public are not giving you their patronage because they can't see the pictures plainly. TRY A "MIRROR SCREEN."

DISTANCE

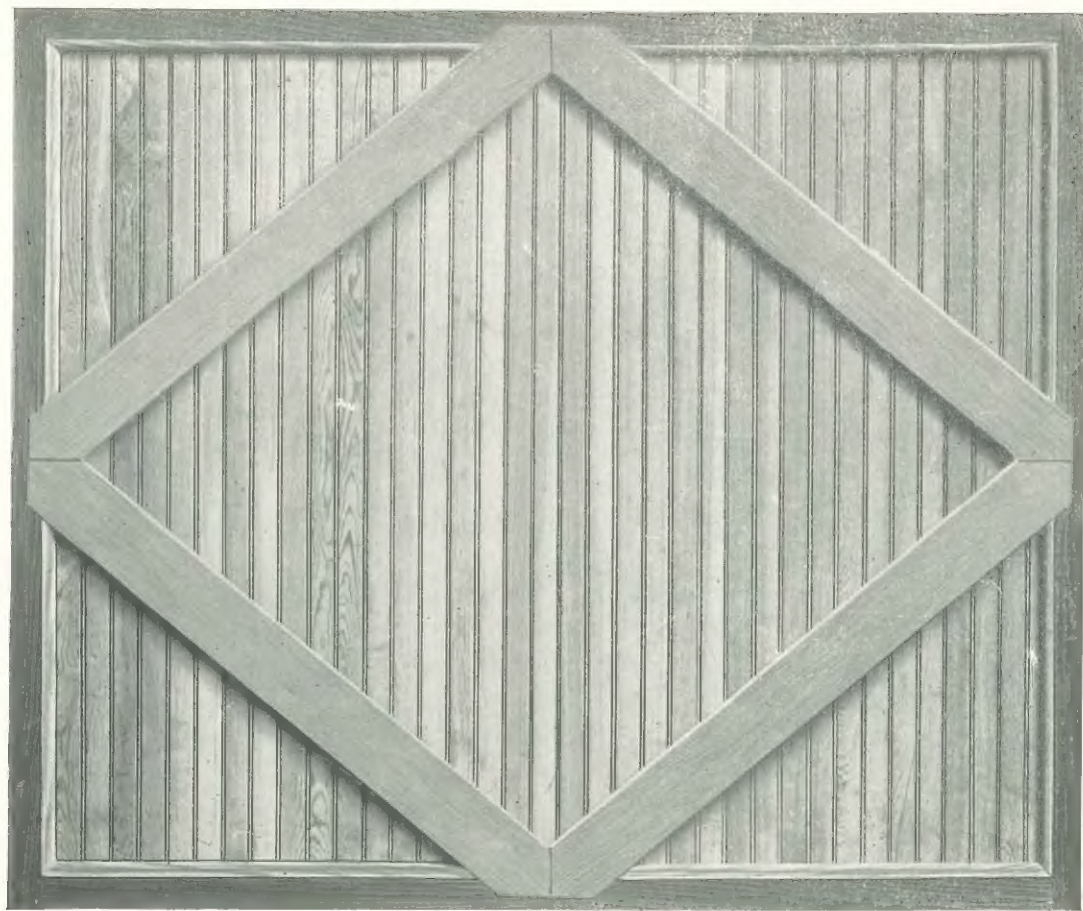
If you have a long throw, try standing a short distance from your curtain and notice the effect of your picture, then go to the rear of your theatre and you find that as you retreat, your picture gradually fades so that those in the back seats must strain their eyes to distinguish the picture clearly, with a "Mirror Screen" the effect is just contrary. It brings the picture to your eyes like a powerful searchlight and if you had a throw of 200 feet, you see as plain, even plainer than up near your curtain.

FROM A MORAL STANDPOINT

Everyone knows the agitation that is going on all over the country against the complete darkness heretofore necessary to moving picture theatres. The darkness, we know, has been necessary because all other light interferes with the light of projection and dims the picture. Foreign lights do not interfere with the picture on a "Mirror Screen" as easily as with the other curtains because it acts like a huge lense catching and holding the light projection.

A LIGHT THEATRE

Now comes one of the most remarkable effects of the "Mirror Screen" and that is, that after the light of projection strikes the screen, it is reflected back throughout the theatre and your audience, lighting up your theatre with a soft light of reflection, so that side lights are practically unnecessary. Your theatre is always light enough for your patrons to see the way to their seats and also eliminates from your theatre, the obnoxious and objectionable, so called, "spooning" which takes place where an exhibitor is obliged to keep the theatre dark. This alone would be sufficient reason why you should install a "Mirror Screen." Keep the good will and moral support of your patrons and everything objectionable out of your theatre, you will merit and receive the patronage which is your due reward.



MIRROR SCREEN BACK



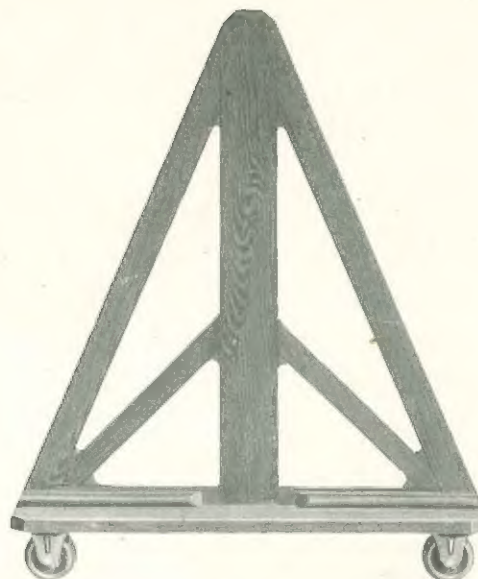
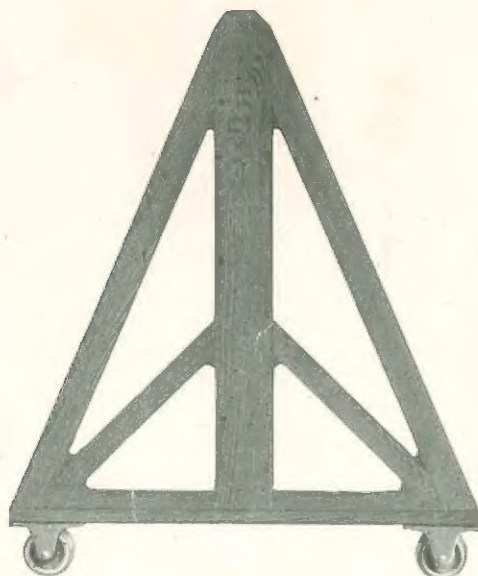
THE REAL EFFECT

Here are three cuts, which will give you an exact idea of the effect of the "Mirror Screen" They are made from a photograph taken from the "reflection of the light of projection." The photographs were taken of three slides at a distance of 50 feet from the screen. They are remarkable being the first taken in this manner, and fully prove our claims that the reflection from the "Mirror Screen" will light up your theatre, as without the light of reflection, there would have been no effect on the photographic emulsion, consequently no photograph.

We placed over one corner as you see, a curtain of white heavy material and the difference you see in the effect of the slides, will be the difference a "Mirror Screen" will make in the brightness and beauty of your pictures when you replace your old screen for a "Mirror Screen."

We can make this demonstration at ANY TIME at our theatre, Crystal, Shelbyville, Ind., with same screen and curtain, and shall be pleased to have exhibitors call at any time for demonstration should there be any doubt in their minds of these facts.





ROLLERS

Some theatres that also have vaudeville require a screen that is movable. The accompanying cut shows the rollers which we provide for this purpose so that the screen can be moved backward and forward on the stage. This is entirely unnecessary, however, as the screen can be placed against the wall in the rear of the stage, you can then arrange the wings around it so that it need not be moved, and the effect is even more beautiful.

The frame and rollers are made of heavy iron and the rollers are rubber-tired and the whole is neat and substantial in appearance. We will furnish these rollers at a cost of \$25.00 extra.

COST

It is a natural law in all things that the best in this world is always the most expensive.

We regret that it is not possible to construct a "Mirror Screen" for a small sum of money, but if you will consider the material, workmanship, and high priced labor necessary to construct a "Mirror Screen" and guarantee each one to be a perfect screen, you will believe us when we say that we do not ask an exorbitant price on this article but our charges are only a very modest per cent. over the cost of manufacturing.

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INFRINGEMENTS

We are protected by letters patent in the United States, No. 937550, dated Oct. 19, 1909, and Canada, Jan, 18, 1910, No. 123319, besides we have applied for trade mark, etc.

WE HEREBY NOTIFY THAT EVERY INFRINGEMENT WILL BE PROSECUTED BY OUR ATTORNEYS; BY EVERY MEANS IN OUR POWER, within the limits of the law.

